

**A Resolution of the Haines Borough Assembly supporting
"BackRoads Alaska" marketing to cruise lines.**

WHEREAS, the Haines Borough is supportive of cooperative efforts based on a partnership involving second tier ports of Southeast Alaska working in unison to provide a cruise marketing brand, known as "BackRoads Alaska;" and

WHEREAS, due to downward drop of cruise passengers and severe economic loss in the Southeast region, the second tier ports will work to increase visitation by offering this exclusive cruise as "BackRoads Alaska" to enhance the local economics and improve visitation to the communities; and

WHEREAS, this marketing brand will be presented by a delegation to cruise line representatives to market this brand and ports to their repeat passengers to return to Alaska with a new port option and for new passengers looking to visit less crowded ports; and

WHEREAS, the "BackRoads Alaska" concept will utilize current mainline ports in conjunction with "BackRoads Alaska" ports for itineraries; and

WHEREAS, Haines is uniquely positioned to participate as a double port with the mainline port of Skagway thus offering two destinations in one day for cruise guests and showcasing Haines' well-known attractions, history, tours, activities, natural qualities, services and products to passengers and crew; and

WHEREAS, the "BackRoads Alaska" brand will make a strong statement of continuing to further a successful relationship with cruise lines and enhance Haines' community for visitors and residents,

NOW, THEREFORE, BE IT RESOLVED, that the Haines Borough Assembly officially designates its support of the "BackRoads Alaska" brand to cruise lines and will waive the dockage fee for the first year for the first cruise ship that accepts a Haines / Skagway double docking in their itinerary; and

BE IT FURTHER RESOLVED, that Haines Borough encourages the unified efforts to attract a cruise line's participation to the second tiered ports of Southeast Alaska through the "BackRoads Alaska" brand.

Adopted by a duly-constituted quorum of the Haines Borough Assembly on this 8th day of October, 2013.

Stephanie Scott, Mayor

Attest:

Julie Cozzi, MMC, Borough Clerk